

H-1B DEMONSTRATION GRANTEE ONE-PAGER

Grantee: Private Industry Council of San Francisco, Inc.
Round: 2
Region: 6
Grant Amount: \$3 million
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Duration of Grant: The period of performance shall be August 1, 2000 to July 30, 2002.

Population Served: Underserved, low-income, minority communities and designated Enterprise Zones as well as HIV-positive and disabled individuals as well as incumbent and dislocated workers.

Geographic Area Served: San Francisco County which comprises the central metropolitan area in the Bay area.

Unemployment Rate:

<u>Seasonally Adjusted</u>	<u>May 2000</u>	<u>April 2000</u>	<u>May 1999</u>
California	5.0%	4.8%	5.3%

<u>Not Seasonally Adjusted</u>	<u>May 2000</u>	<u>April 2000</u>	<u>May 1999</u>
San Francisco	1.9%	1.9%	2.3%
San Jose	1.9%	2.0%	3.0%

**Targeted Industries/
Jobs/Skills:**

Digital media/computers including positions in design, e-commerce, web programming, HTML, animation, web design and development, content production, quality assurance, systems administration, and technical support.

Uniqueness of Proposal: The partners in the proposal have strong industry ties; local employer support; training that is matched to the labor market needs; and outreach to bring training to low-income, minority and underserved communities.

Partnerships: Bay Area Video Coalition (BAVC) and Goodwill Industries as well as more than 80 private sector partners including: Adobe Systems, Inc., Compaq Computer Corporation, C/NET, Macromedia, ZDTV, Wired Digital, Xceed, Reef, Starmedia Broadband, Warner, eMotion and Industrial Light & Magic.

THE NEED:

One of the key issues facing the area is resolving the critical disparity between the supply and the demand for technically-trained workers to fill Internet-related occupations in industries across the spectrum. Some industry analysts, according to the proposal, have predicted that the workforce gap in the area will grow to 200,000 positions by 2010. The new media industry accounts for 40 percent of new jobs in the geographic area. High-tech salaries averaged \$66,000 in 1999.

BRIEF OVERVIEW OF PROJECT:

The partnership will provide comprehensive digital media training and professional job placement for individuals over a two year period. Goodwill Industries will train up to 100 students who will complete eight week course modules to attain basic computer skills and specialized course work to prepare them for BAVC's intensive digital media training. BVAC will provide advanced training for those from the Goodwill program as well as an additional 150 individuals over a two year period through its *JobLink* curriculum. Overall the program will work with private sector partners by establishing an Industry Advisory Board which will ensure that the partnership develops training curricula exactly matched to industry needs.